



GA
Telesis®



BRAND STYLE GUIDE

DEFINITION OF BRAND

A brand is a name, term, design, symbol or any other feature that identifies one seller's goods or services as distinct from those of other sellers.

ISO brand standards add that a brand “is an intangible asset” that is intended to create “distinctive images and associations in the minds of stakeholders, thereby generating economic benefit/values.”



GA Telesis, LLC
1850 NW 49th Street
Fort Lauderdale, FL 33309 USA

Phone: +1 954 676 3111
Email: marketing@gatelesis.com

TABLE OF CONTENTS



- 1 About GA Telesis
- 2 Logo Design / Usage
- 3 Logo Spacing / Placement
- 4 Fonts / Typography
- 5 Brand Colors
- 6 Trademarks / Registrations
- 7 Division Logos
- 8 Business Cards
- 9 Letterhead
- 10 Outlook Guidelines
- 11 GA Telesis Owned URLs
- 12 Promo Items
- 13 Adverts / Social Media

1

ABOUT GA TELESIS



GA Telesis was founded on April 10, 2002, by Abdol Moabery and aviation pioneer George E. Batchelor to develop a business focused on inefficient areas of the commercial aviation market. When asked why he would invest in operating companies in this late stage of his life, he replied, I am not investing in a business. I am investing in Abdol. When George suddenly passed in July of 2002, Abdol orchestrated the acquisition of George's shareholding. In 2007 Merrill Lynch & Co., now Bank of America Merrill Lynch, made a strategic investment acquiring 49% of the Company's shares. In 2012, Century Tokyo Leasing, now Tokyo Century Corporation, a \$50 billion in assets, Japanese financial institution made its first strategic entree into the commercial aviation market by acquiring 20% of the Company from the existing shareholders. In 2018, Tokyo Century Corporation, partnering with All Nippon Airways Trading Company increased its stake in GA Telesis buying an additional 29% and 10% respectively of the Bank America Merrill Lynch shares.

The Company logo emulates a spinning turbine rotating in a counter-clockwise manner. Abdol planned to take the industry into a new direction and redefine the status quo while working towards **"INTELLIGENTLY DEFINING AVIATION®"** his way. The acronym **"GA"** represents the initials of the first names of George and Abdol. Abdol selected the name **"Telesis"** because it represented his mindset as it related to running the business. Telesis is a Greek/Latin derivative defined as **"progress that is intelligently planned and directed through the application of human effort."**

Abdol's strategy was to bring a data-driven approach, coupled with Fintech, to the commercial aviation aftermarket. Thus, it culminated into a level of sophistication not previously experienced in the commercial aviation aftermarket and led the path towards several industry innovations, including what the Company ultimately coined as **GREEN-TIME LEASING®**. The Company continued to **INTELLIGENTLY DEFINE AVIATION®** by developing the concept of integrated solutions. It was able to create the GA Telesis Ecosystem to serve the airline industry better. The GA Telesis Ecosystem was a unique concept where GA Telesis included its customers and vendors in the value-chain of its integrated solutions platform. With 50 offices in 29 countries on six continents, the Company now serves thousands of airlines, OEMs, and MROs on six continents. It is considered the global leader in the sector.

From their humble beginnings to today, the GA Telesis team has grown to include hundreds of dedicated professionals. They are **INTELLIGENTLY DEFINING THE FUTURE OF AVIATION AND AEROSPACE™**, twenty-four hours per day, seven days per week, and 365 days per year.

2 LOGO DESIGN / USAGE



Primary Logo - GA Telesis Blue on White
(or light colored background)



Secondary Logo - White logo on GA Telesis Blue
(or dark colored background)



10% Opacity



25% Opacity



35% Opacity



45% Opacity



60% Opacity



75% Opacity



90% Opacity



100% Opacity

The logo should always be printed in "GA Telesis Blue." If the background behind the logo is greater than 50% opacity, it is acceptable to print the GA Telesis logo in white. The GA Telesis Logo is not to be printed in any of the accent colors.

Acceptable



NOT Acceptable



Promo Items Special Permission Only



3 LOGO SPACING / PLACEMENT



- Printed Logo should never be smaller than 1 inch if possible
- Digitally, the logo should not be used any smaller than 75 pixels wide
- Keep equal space on all sides of the Logo of at least 1/2 inch.
- NO objects or stray patterns inside , overlapping or touching the logo
- Surrounding design should not compete with the Logo



EARTH NORMAL is the font that is used to create the text part of our logo. It is occasionally used in promo items and must be approved before use.

OPEN SANS is the primary font that complements our logo. This font is used with our trademarks and other text surrounding the GA Telesis logo.

Open Sans (Light)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
OPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz
opqrstuvwxyz

1234567890!

Open Sans (Semi-bold)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
OPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz
opqrstuvwxyz

1234567890!

Open Sans (Bold)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
OPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz
opqrstuvwxyz

1234567890!

5

GA TELESIS BRAND COLORS

GA TELESIS
BLUEPantone **648 C**

Process C**100** M**87** Y**36** K**29**
 Screen R**0** G**46** B**93**
 Web #**002E5D**

ACCENT
YELLOWPantone **803 C**

C**3** M**3** Y**98** K**0**
 R**255** G**233** B**0**
 #**FFE900**

ACCENT
ORANGEPantone **1794 C**

C**0** M**84** Y**100** K**0**
 R**255** G**78** B**0**
 #**FF4E00**

ACCENT
REDPantone **185 C**

C**0** M**100** Y**89** K**0**
 R**228** G**0** B**43**
 #**E4002B**

FSG
ACCENT
GRADIENT

Lt. Blue

C**60** M**0** Y**18** K**0**
 R**79** G**197** B**211**
 #**4fc5d3**

Purple

C**73** M**77** Y**0** K**0**
 R**96** G**84** B**163**
 #**6054a3**

HALO
COLORS

C**0** M**46** Y**98** K**0**
 R**255** G**156** B**24**
 #**ff9c18**

C**0** M**97** Y**51** K**0**
 R**255** G**25** B**89**
 #**ff1959**

C**69** M**8** Y**0** K**0**
 R**0** G**182** B**238**
 #**00b6ee**

C**100** M**96** Y**21** K**19**
 R**0** G**20** B**117**
 #**001475**

C**17** M**62** Y**0** K**0**
 R**255** G**108** B**250**
 #**ff6cfa**

C**65** M**100** Y**27** K**18**
 R**107** G**0** B**102**
 #**6b0066**



These logos are registered as trademarks and should always be displayed with the registered symbol.



The GA Telesis logo, acronyms, keywords and phrases have trademarks, service marks and registration marks that should be used accordingly.

ACCESS®

AERO INVENTORY MANAGEMENT™ (Registered in Canada, EU and UK only)

ENGINEOUS®

ENGINEUITY™ (Registered in Canada and EU only)

GA TELESIS®

GA TELESIS DIGITAL TECHNOLOGIES™ (Registered in Canada and EU only)

GATEWAY ENGINE LEASING®

GO TEAM™ (Registered in EU only)

GREEN-TIME LEASING®

HALO®

INTELLIGENTLY DEFINING AVIATION®

INTELLIGENTLY DEFINING THE FUTURE OF AVIATION®

INTELLIGENTLY DEFINING THE FUTURE OF AVIATION AND AEROSPACE™

SKY SUPPLIES®

SKY SUPPLY®

SNAP®

SPAH®

TIGER TEAM®

TRANSPARENCY AND IMMEDIACY™ (Registered in Canada, EU, Japan, Türkiye and UK)

TRANSPARENCY AND IMMEDIACY AT WORK™ (Registered in the Canada, EU, Japan, and UK)

TURBO TEAM®

WILBUR™

YOUR JOB IS IN THE SKY. OUR JOB IS TO KEEP YOU THERE.®

7 DIVISION LOGOS



Main Color is GA Telesis Blue
Accent Color Gradient for Flight Solutions Group and its Divisions (Pictured)

Lt. Blue

C60 M0 Y18 K0

R79 G197 B211

#4fc5d3

Purple

C73 M77 Y0 K0

R96 G84 B163

#6054a3

7 DIVISION LOGOS



LIFT

Leasing, Investments,
Finance and Trading



Leveraged
Finance
| GROUP



ROTORCRAFT



7 DIVISION LOGOS



7 DIVISION LOGOS



Engine
Services



ESG
Initiatives



Engine Services^{LLC}

USA SPAH - JOINT VENTURE WITH



Engine Services^{LLC}

USA SPAH - JOINT VENTURE WITH



Digital
Innovation Group



WILBURTM

WORLDWIDE INTEGRATED LIFECYCLE & BLOCKCHAIN UNIFIED REGISTRY

8 BUSINESS CARD DESIGNS



Flight Solutions Group

- 14 pt Card Stock, Soft Touch Finish
- GA Telesis Accent Yellow
- GA Telesis Blue Text, and Behind White Logo
- Front: GA Telesis Logo, Name, Position, Contact Info
- Back: Division Logo, *QR Code



MRO Services (All 4 Shops)

- 14 pt Card Stock, Soft Touch Finish
- GA Telesis Accent Red
- GA Telesis Blue Text, and Behind White Logo
- Front: GA Telesis Logo, Name, Position, Contact Info, *QR Code
- Back: MRO Logo, All MRO Locations

*Individual QR codes are for customer facing positions. Otherwise a generic QR code is used that points to GA Telesis website.

8 BUSINESS CARD DESIGNS



GATES OY

- 14 pt Card Stock, Soft Touch Finish
- GA Telesis Accent Yellow
- GA Telesis Blue Text, and Behind White Logo
- Front: GA Telesis Logo, Name, Position, Contact info
- Back: Division Logo, *QR Code



Single Sided

GATES USA SPAH

- 14 pt Card Stock, Standard Varnish
- GA Telesis Accent Yellow
- GA Telesis Blue Behind white text
- Front: GATES USA SPAH Logo, Name, Position, Contact Info, Address

*Individual QR codes are for customer facing positions. Otherwise a generic QR code is used that points to GA Telesis website.

8 BUSINESS CARD DESIGNS



FRONT



BACK

LIFT

- 14 pt Card Stock, Soft Touch Finish
- GA Telesis Accent Green
- GA Telesis Blue Text, and Behind White Logo
- Front: GA Telesis Logo, Name, Position, Contact info
- Back: Division Logo, *QR Code



FRONT



BACK

HALO AIRFINANCE

- Upgraded Velvet Touch Card Stock
- Spot Varnish Logo and Accent
- Front: Halo Logo on Halo Blue background
Name, Position and Division Text in Halo Blue, Halo Orange Accents
- Back: Full Halo Logo and Tagline

*Individual QR codes are for customer facing positions. Otherwise a generic QR code is used that points to GA Telesis website.

8 BUSINESS CARD DESIGNS

FRONT



BACK



Sr. Vice President (and above)

- Upgraded Velvet Touch Card Stock
- Silver Foil Logo and Accent - Both Sides
- GA Telesis Blue Text and Swoop
- FRONT: Name, Position and Division - White Text
Address and contact info - Blue Text
- BACK: Personal QR Code and GA Telesis Website

9

LETTERHEAD



GA Telesis Letterhead

- WORD Document
- Letter Size 8.5"x11"

Envelopes

- Business: 24# White Wove Regular #10 White
- Print Color: GA Telesis Blue

Component Solutions Letterhead

- WORD Document
- Letter Size 8.5"x11"

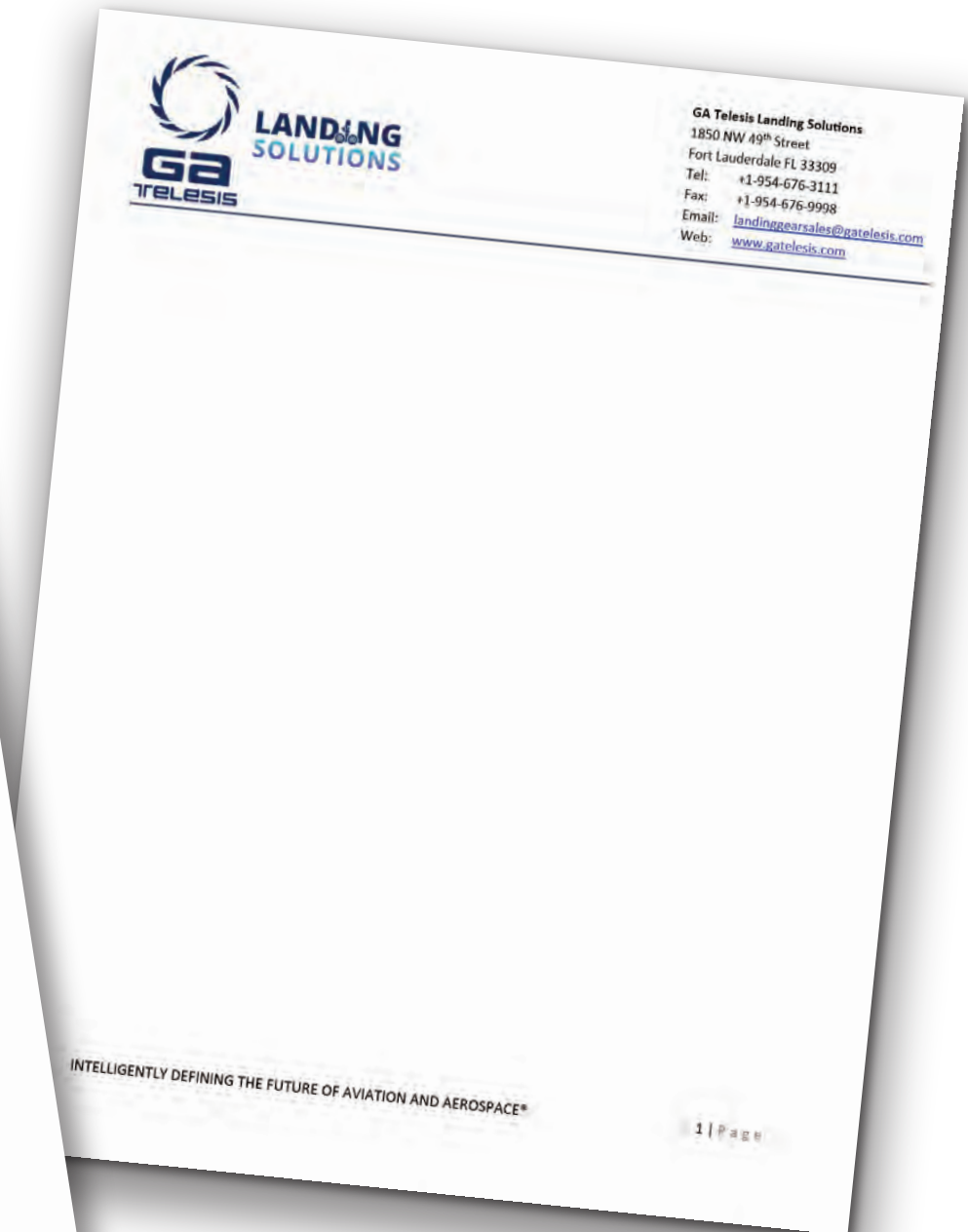
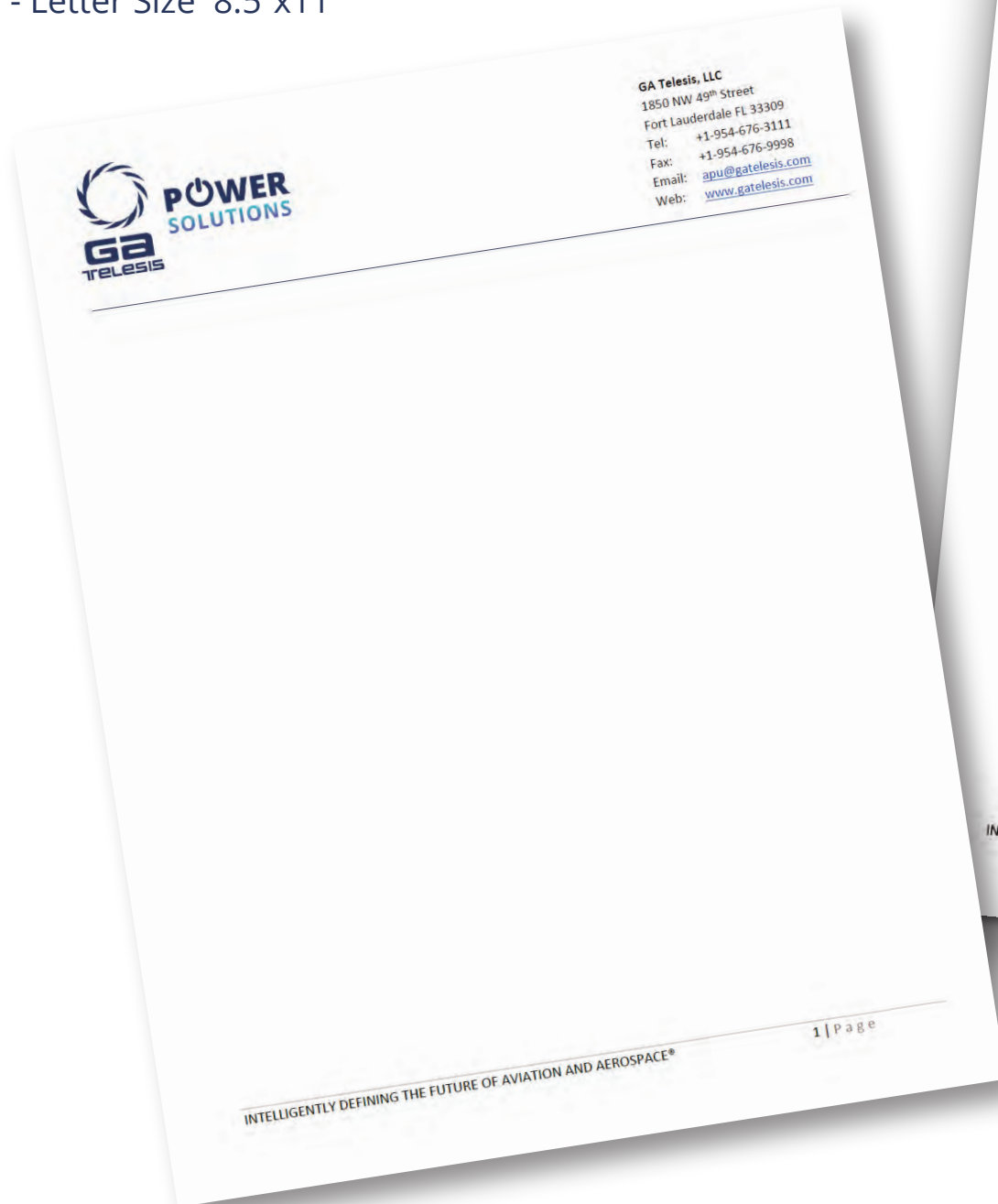


Distribution Solutions Letterhead

- WORD Document
- Letter Size 8.5"x11"

Power Solutions Letterhead

- WORD Document
- Letter Size 8.5"x11"



Landing Solutions Letterhead

- WORD Document
- Letter Size 8.5"x11"

Component Solutions UK Letterhead

- WORD Document
- A4 Size 210mm x 297mm



Component Solutions Eurasia Letterhead

- WORD Document
- A4 Size 210mm x 297mm



**GA Telesis MRO Services
Composites/Structures**
3420 NW 53rd Street
Fort Lauderdale, FL 33309
Tel: 1-954-486-8797
Fax: 1-954-486-7244
Email: MROsales@gatelesis.com

**GA Telesis MRO Services
Components/Systems**
3950 NW 28th Street
Miami, FL 33142
Tel: 1-305-871-3383
Fax: 1-305-871-3397
Email: MROsales@gatelesis.com

**GA Telesis MRO Services
Landing Gear Services**
9371 NW 100th Street
Miami, FL 33178
Tel: 1-954-486-8797
Fax: 1-954-486-3397
Email: MROsales@gatelesis.com

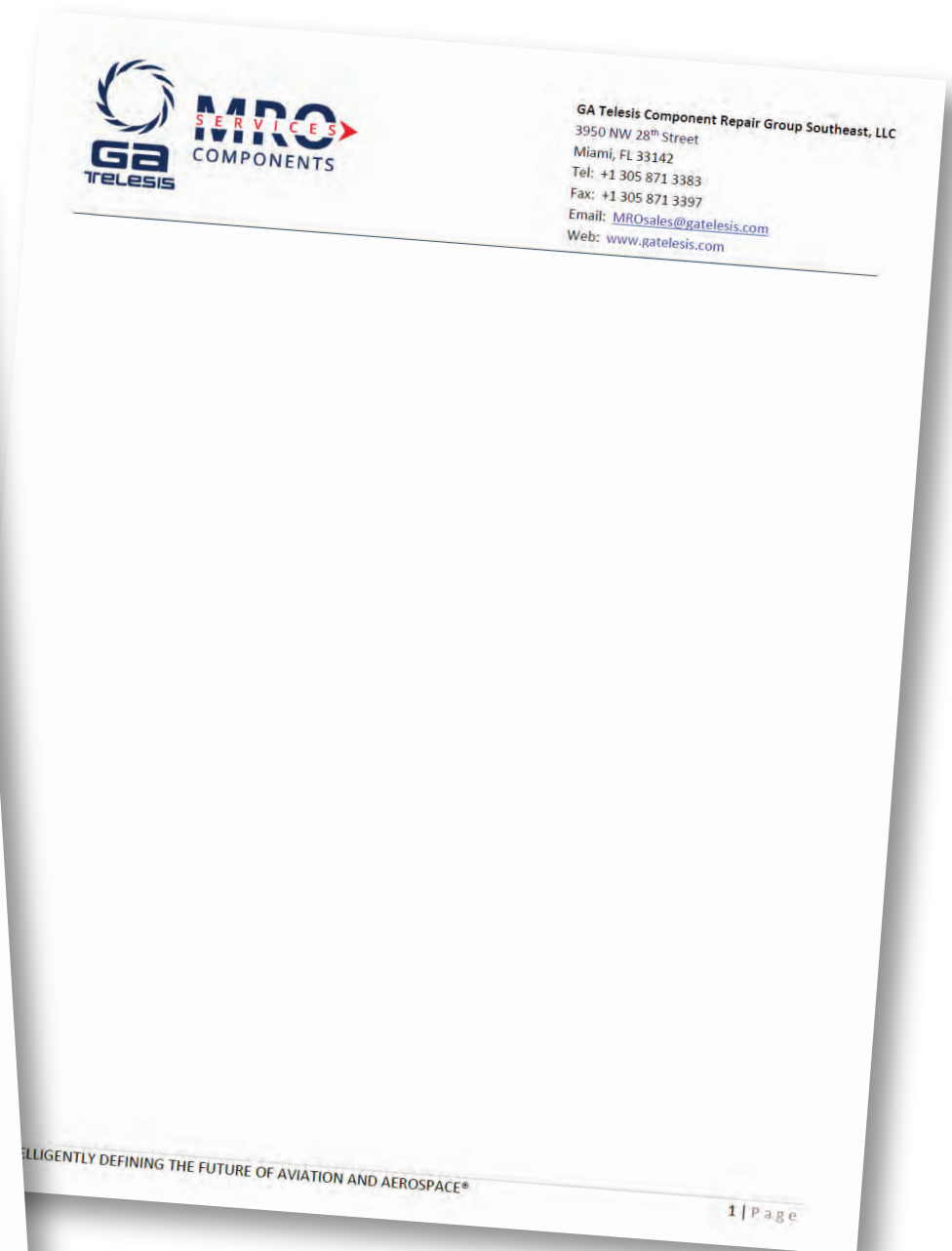
**GA Telesis MRO Services
Wheels & Braking Systems**
9270 NW 100th Street
Miami, FL 33178
Tel: 1-305-871-3383
Fax: 1-305-871-3397
Email: MROsales@gatelesis.com

MRO Services Combined Letterhead

- WORD Document
- Letter Size 8.5"x11"

MRO Services Composites Letterhead

- WORD Document
- Letter Size 8.5" x 11"



MRO Services Components Letterhead

- WORD Document
- Letter Size 8.5" x 11"

MRO Services Landing Gear Letterhead

- WORD Document
- Letter Size 8.5" x 11"



MRO Services Wheels & Braking Systems Letterhead

- WORD Document
- Letter Size 8.5" x 11"



GA Telesis LLC
1850 NW 49th Street
Fort Lauderdale FL 33309
Tel: +1-954-676-3111
Fax: +1-954-676-9998
Email: info@gatelesis.com
Web: www.gatelesis.com

Leasing, Investments, Finance and Trading (LIFT) Letterhead

- WORD Document
- Letter Size 8.5" x 11"



Engine
Services

GA Telesis Engine Services Oy, (GATES)
Turbiinikuja 6 | Vantaa 01530 | Finland
Tel: +1 954 676 3111
Fax: +1 954 676 9998
Email: gates@gatelesis.com
Web: www.gatelesis.com

Engine Services (GATES) Letterhead

- WORD Document

- A4 Size 210mm x 297mm



Engine Services

USA SPAH - JOINT VENTURE WITH **ATSG**

GA Telesis Engine Services, LLC

85 Ruane Drive

Wilmington, OH 45177

Tel: +1 954-995-9206

Email: gatesusaspah@gatelesis.com

Web: <https://www.gatelesis.com>

Engine Services - USA SPAH Joint Venture with ATSG Letterhead

- WORD Document
- Letter Size 8.5" x 11"



EMAIL SIGNATURE EXAMPLE

JANE DOE
TITLE

GA TELESIS, LLC
1850 NW 49TH STREET | FORT LAUDERDALE FL 33309 | USA

t: 999-999-999 ext 2209 | m: 999-999-9999
e: JDOE@GATELESIS.COM
w: WWW.GATELESIS.COM

INTELLIGENTLY DEFINING THE FUTURE OF AVIATION AND AEROSPACE®

24/7/365 GLOBAL LIVE AOG SUPPORT



OUT OF OFFICE MESSAGE

THANK YOU FOR YOUR MESSAGE. I AM CURRENTLY OUT OF THE OFFICE AND WILL RETURN [DAY & DATE].

IF YOU NEED IMMEDIATE ASSISTANCE, PLEASE CONTACT THE FOLLOWING [DEPARTMENT] TEAM MEMBER(S):

- NAME :
- TITLE :
- PHONE #:
- EMAIL :

FOR AOG QUESTIONS, CALL +1-954-348-3535 OR EMAIL
AOG@GATELESIS.COM

11 GA Telesis Owned URLs



- aerospaceecosystem.com
- aircraftmro.com
- aviationecosystem.com
- aviationparts.com
- centricaero.com
- dig.aero
- digitalinnovation.aero
- digitalinnovationgroup.aero
- engineous.aero
- gate1es1s.com
- gate1esis.com
- gateles1s.com
- gatelesis.aero
- gatelesis.co.uk
- gatelesis.com
- gatelesis.net
- gatelesis.org
- gatellesis.com
- gatlsq.com
- globalaerocerts.com
- globalaerospaceecosystem.com
- globalaviationcerts.com
- haloairfinance.com
- smartcerts.aero
- spah.aero
- tarmacolutionsgroup.com
- teddytelesis.com
- wilbur.aero

12 PROMOTIONAL ITEMS



ALL PROMOTIONAL ITEMS AND THEIR DESIGNS MUST BE APPROVED BY GA TELESIS MARKETING DEPARTMENT

13 ADVERTS / SOCIAL MEDIA

DO YOUR NACELLES
NEED A **SNAP**[®]
SOLUTION?

GA MRO

Strategic Nacelle Access Program - A Global Solution to Prevent AOG

TOP SHOP 145

GA MRO

TESTABILITY

MULTIPLE STATE-OF-THE-ART TESTING LABS Contact: mrosales@gatelesis.com

POWER UP

APUs For SALE, LEASE & EXCHANGE

Honeywell GTCP131-9A
Honeywell GTCP131-9B
Honeywell GTCP331-200ER
Honeywell GTCP331-350
Honeywell GTCP331-500
Pratt & Whitney APS3200

contact: apu@gatelesis.com

Specialized Procedures Aeroengine Hospital

SEND YOUR
ENGINE TO THE
SPA

Contact: gates@gatelesis.com

GA Engine Services

STRONG PARTNERSHIP

GA Telesis has the capabilities to provide liquidity through innovative financial structures.

GA LIFT
Leading Investment, Finance and Trading

www.gatelesis.com

GA

• Jason Reed CSG • Marc Cho LIFT • Jukka Laurila GATES • Pastor Lopez MRO Services

HAPPY President's Day
FROM THE GATELESIS TEAM

Happy Father's Day

GA

GA

FLIGHT SOLUTIONS GROUP

ENGINE & AIRFRAME
SUPPLY-CHAIN
SOLUTIONS

GA

COMPONENT SOLUTIONS

GA

DISTRIBUTION SOLUTIONS

GA

POWER SOLUTIONS

GA

LANDING SOLUTIONS

WWW.GATELESIS.COM

GA **LANDING SOLUTIONS**

LANDING GEAR LEASING SOLUTIONS

LANDINGGEARSales@GATELESIS.COM

MAXIMUM ENERGY

APUs FOR LEASE

GA **POWER SOLUTIONS**

APU@GATELESIS.COM

13 ADVERTS / SOCIAL MEDIA



GA Telesis MRO Services now has the ABILITY to support E190 aircraft. We understand the importance of quality and take the time to ensure that we operate using the highest industry standards and best practices, every day.

It's no wonder the largest airlines in the world trust us to support their **Engine Nacelle Systems**, **Flight Control** and **Radome** requirements.

Our attention to detail is second to none.
Visit us at www.gatelesis.com

ONE NUMBER • ONE EMAIL • ONE CHOICE



LIVE
GLOBAL
24/7/365

+1 954-348-3535
aog@gatelesis.com

**FAN
BLADES**
CFM56-7B

AVAILABLE NOW

340-001-038-0
BLADE, FAN LPC STG 1

✉ CFM@GATELESIS.COM



Wilmington, Ohio



Engine Services

USA SPAH - JOINT VENTURE WITH ATSG

ON-WING ENGINE SUPPORT CAPABILITIES

RETURN TO SERVICE
CAPABILITIES

✉ GATESUSASPAH@GATELESIS.COM



Engine
Services

GA Telesis Engine Services
now offers SPAHSM Maintenance Services

SPAH

CF6-80C2B CFM56-5B CFM56-7B

✉ gates@gatelesis.com

FLOW OF FUNDS



Leveraged
Finance
GROUP

GA Telesis' Leveraged Finance Group ("LFG") is here to keep your funds flowing by providing comprehensive end-to-end aircraft financing solutions via access to the global GA Telesis platform. LFG fills the funding gap unaddressed by commercial and investment banks due to their preferred aircraft age, aircraft type and minimum transaction size.

For airlines, aircraft lessors and financial investors, we seek to provide needed leverage for direct purchases and sale/leaseback transactions. Unconstrained by banking regulation, we can provide financing in diverse jurisdictions and at higher LTVs.

EMAIL: lfg@gatelesis.com

SEND YOUR
ENGINES TO THE
SPA
Contact
gates@gatelesis.com



Specialized
Procedures
Aeroengine
Hospital



REPAIR MANAGEMENT

- Quote Management
- Vendor Management
- Warranty Management
- Logistics Management
- Retrofit Management

FLIGHT SOLUTIONS GROUP
GA TELESIS

DISTRIBUTION SOLUTIONS
GA TELESIS

PART SPOTLIGHT

SHAFT, FLEXIBLE DRIVE

121762-3

121762-4



AVAILABLE NOW!

LIFT
GA TELESIS
Leasing, Investments,
Finance and Trading

ASSETS AVAILABLE!

AIRCRAFT

FOR SALE OR LEASE

737-800SF
✉ aircraft@gatelesis.com

ENGINES

FOR SALE OR LEASE

(2) CFM56-7B26
CFM56-5B4/P
✉ engines@gatelesis.com

MRO COMPONENTS
GA TELESIS

MROSALES@GATELESIS.COM

V2500 INLET COWL CAPABILITY

PARTS AVAILABLE!

CFM56-5B

ENGINE IN DISASSEMBLY

FLIGHT SOLUTIONS GROUP
GA TELESIS

INVENTORY LEASING SOLUTIONS

WE BUY IT

YOU FLY IT

FLIGHT SOLUTIONS GROUP
GA TELESIS

✉ FSGCommercial@gatelesis.com

HALO

Lending Solutions by
GA Telesis and Tokyo Century

WWW.HALOAIRFINANCE.COM

SOCIAL MEDIA

LOW COST A330 EXCHANGES STOCK EMEA

COMPONENT SOLUTIONS

GA TELESIS

fsgsalesuk@gatelesis.com

PLEASED TO MEET YOU

GA TELESIS

www.gatelesis.com

GA Telesis is world renowned for its flexible lease structures. Contact us at ATG@gatelesis.com to learn more.

TIGER TEAM

GLOBAL ON-SITE MRO SERVICES 24|7|365

+1-305-888-3080

LGS_TigerTeam@gatelesis.com

GA TELESIS MRO SERVICES

ACCESS SOLUTIONS

Aircraft Control Exchange Support Solutions - Worldwide ACCESSSM

WILMINGTON, OHIO

Engine Services

USA SPAH - JOINT VENTURE WITH ATSG

DISASSEMBLY SERVICES AVAILABLE!

SLOTS AVAILABLE FOR:

CF6-80C2

GATESUSASPAH@gatelesis.com

ENGINEOUS

Engine Services

GA TELESIS

APU POWER PARTS

4131020-4
Lube Module OH
Dual Release 131-9A (A320) LRU

3291432-2
Load Control Valve OH
Dual Release 131-9A (A320) LRU

160564-2
Oil Cooler OH
OEM Tag 131-9B (737) LRU

70723947-1
Cooling Fan OH
Dual Release 131-9A (A320) LRU

70722492-1
Fuel Control Unit SV
Dual Release 131-9A (A320) LRU

apu@gatelesis.com

HALO

LENDING SOLUTIONS BY
GA TELESIS AND TOKYO CENTURY

CUSTOMIZED FINANCING SOLUTIONS

WWW.HALOIRFINANCE.COM

FLIGHT HOUR PROGRAMS

GA Telesis provides comprehensive Flight Hour Programs with flex-features to meet the individual needs of our airline customers.

When you need a solution to support your fleet, come to the PRO

GA TELESIS

[email: sales@gatelesis.com](mailto:sales@gatelesis.com)